

FIG. 1

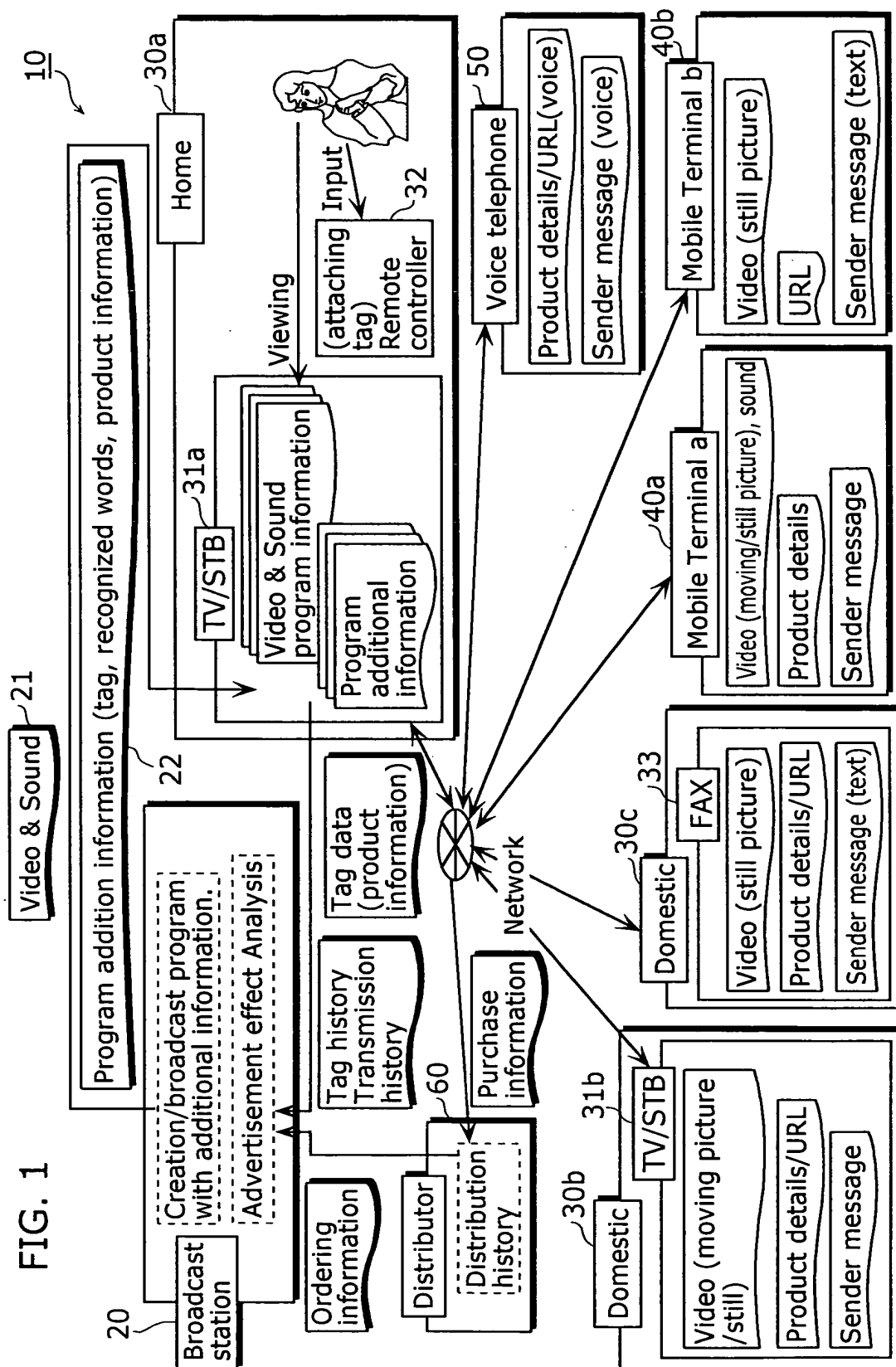


FIG. 2

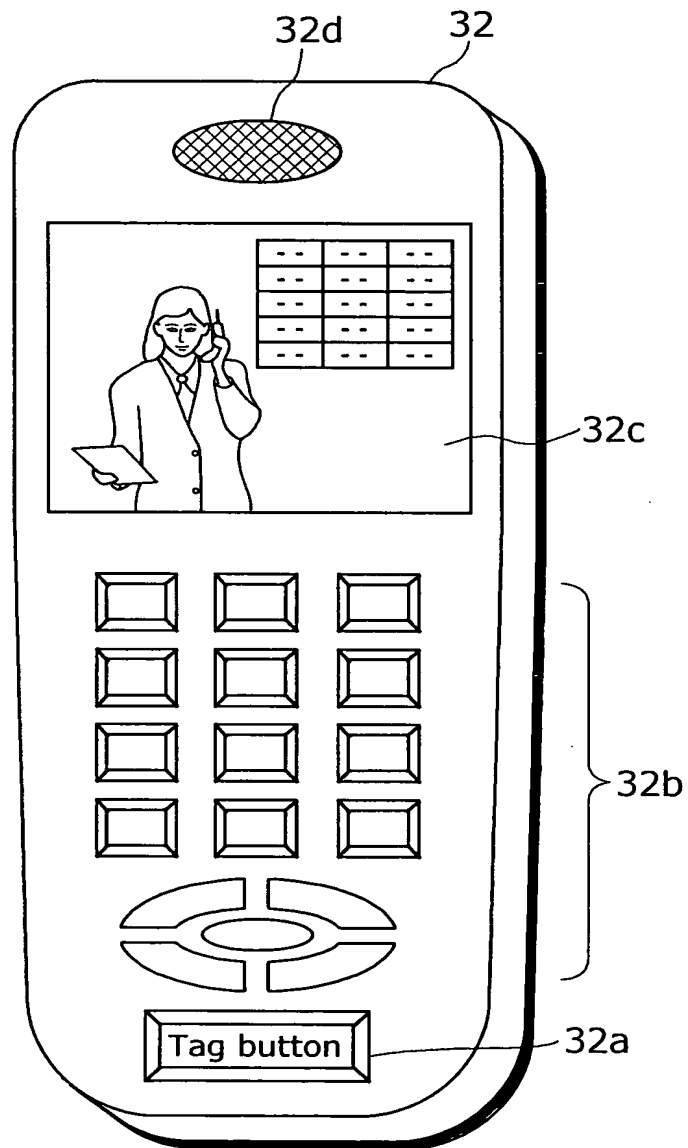


FIG. 3

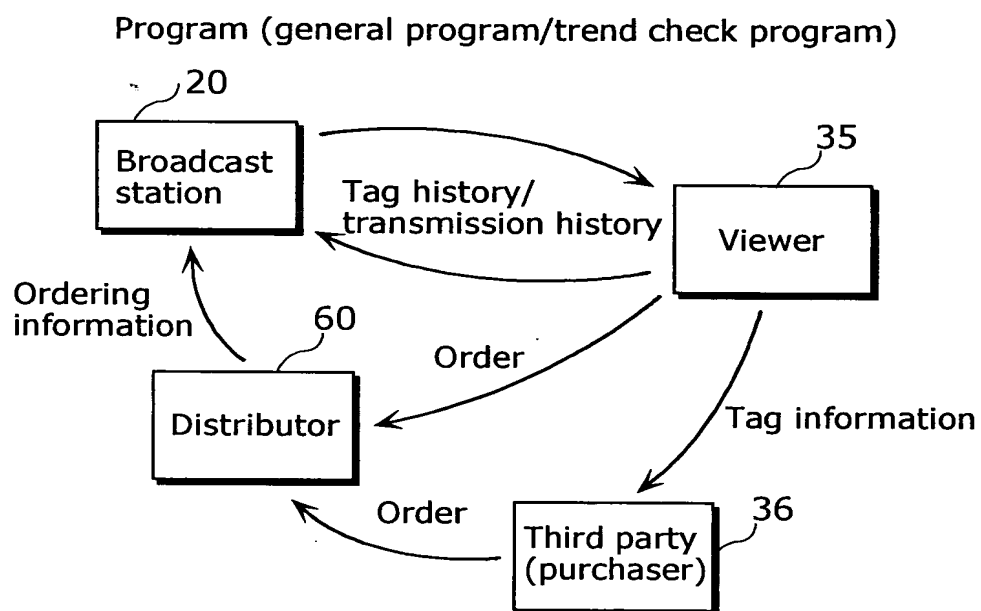


FIG. 4

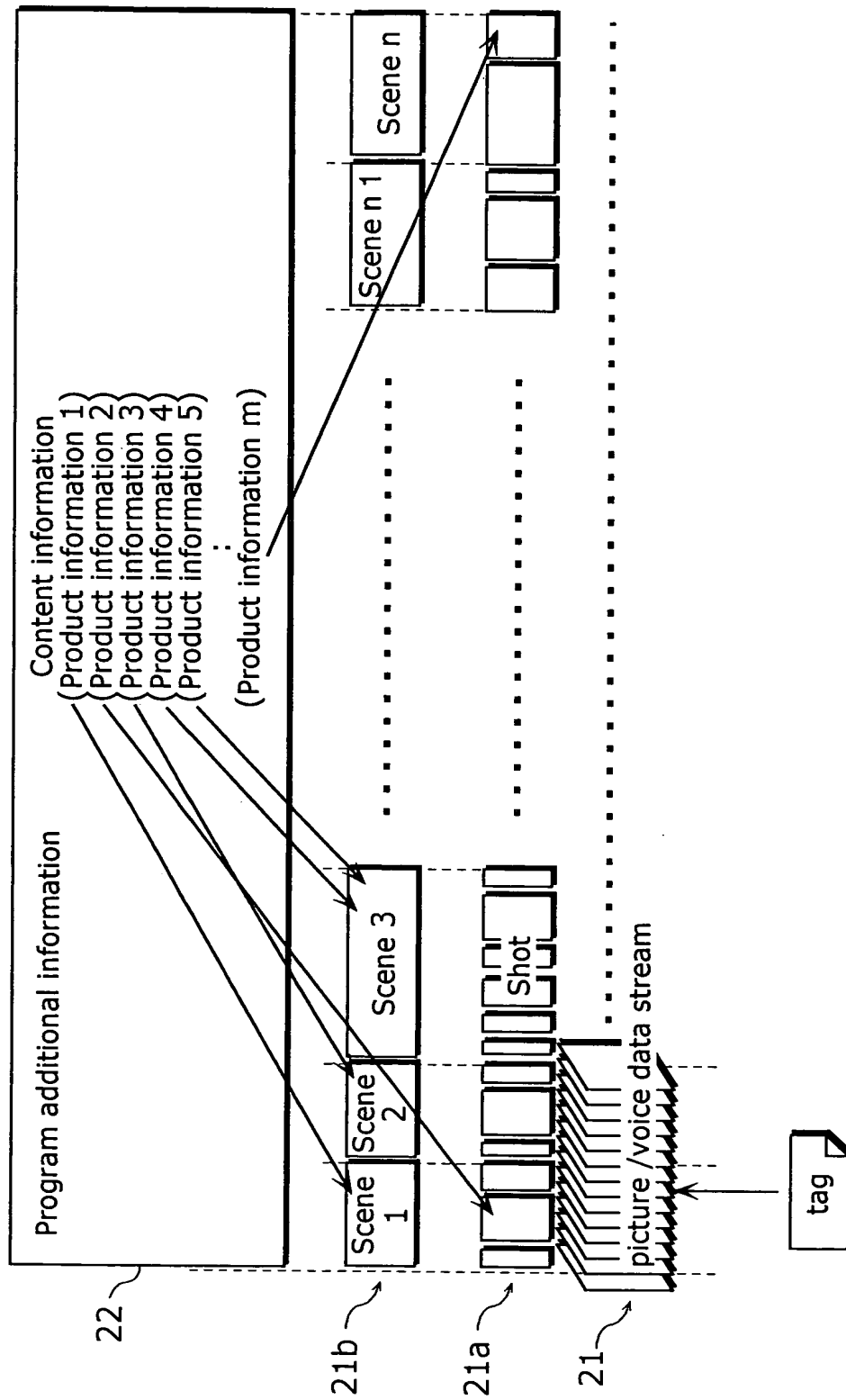


FIG. 5

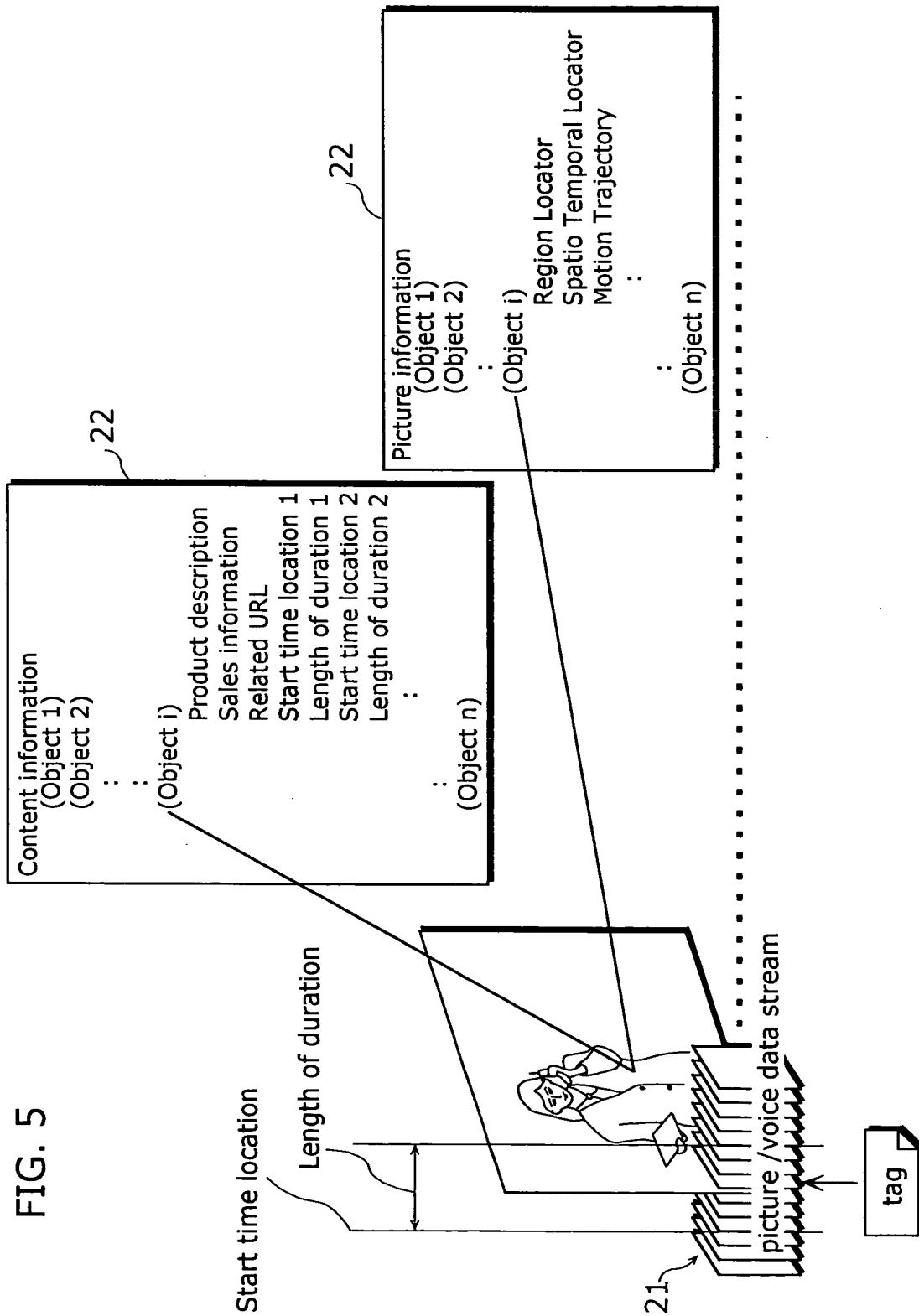


FIG. 6

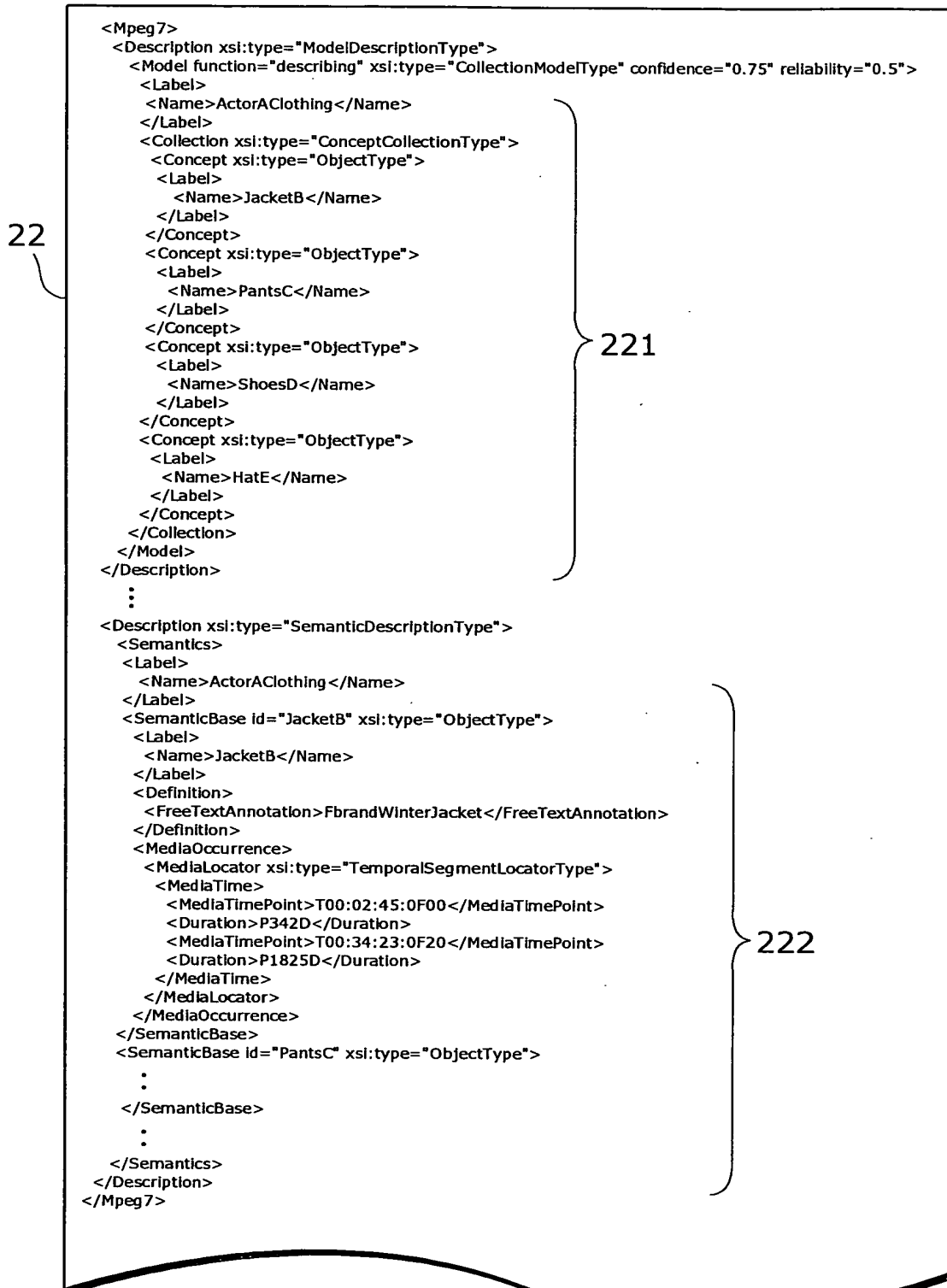


FIG. 7

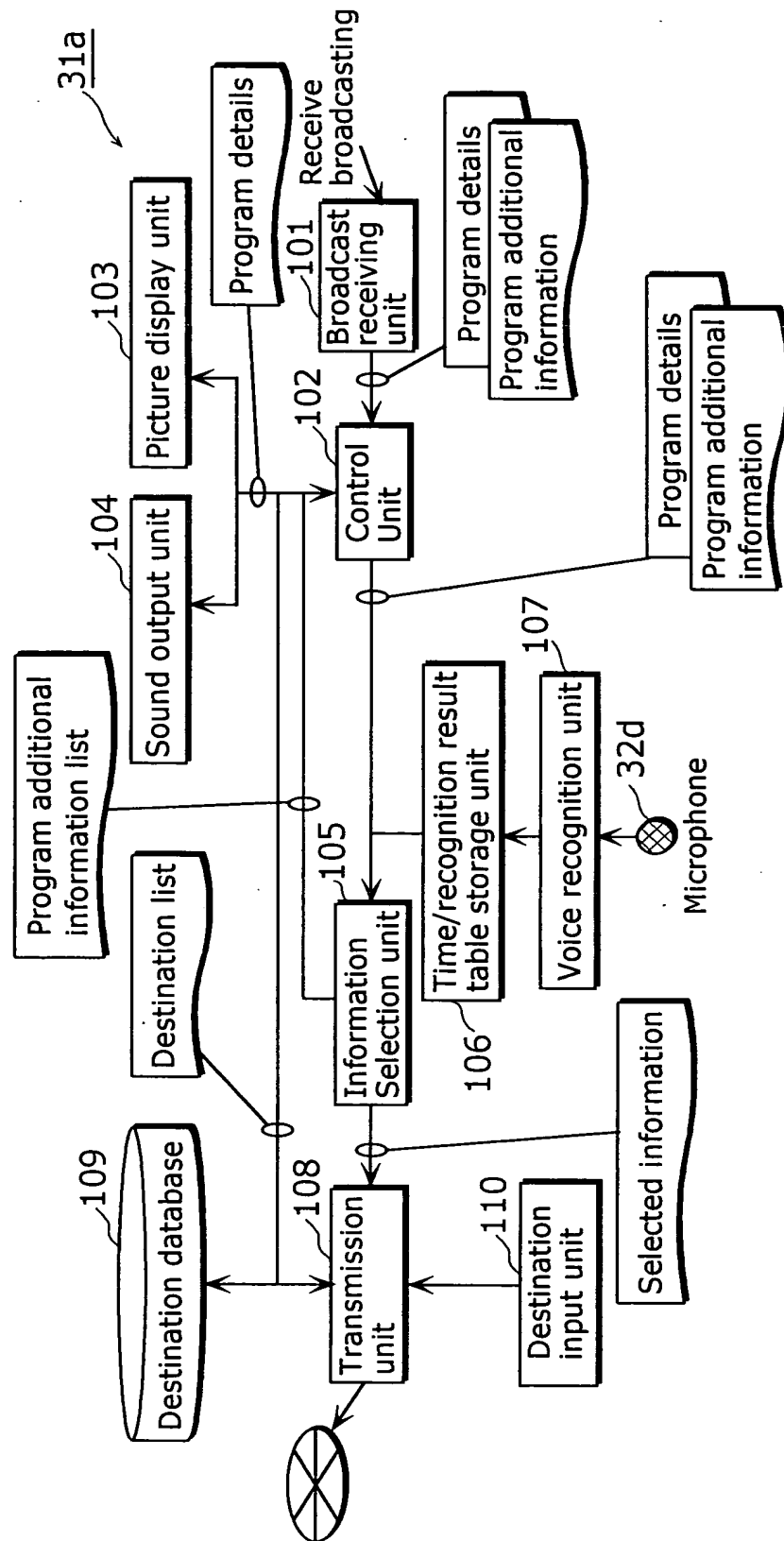


FIG. 8

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Date	Voice recognition result	Program identification information
.	.	.
.	.	.
16:25:56 01/25/2002	That bag is nice	AB123
16:27:05 01/25/2002	Nice jacket	AB123
.	.	.
.	.	.



FIG. 9

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Name	Address	Moving picture	Still picture	Color	Sound	Voice	MIDI	Text	Font specification
A	A@aaa.aa.aaa	○	○	○	○	○	○	○	○
B	B@dococo.bb.bb	x	○	○	○	○	x	○	x
C	06 1234 5678	x	○	x	x	x	x	○	○

FIG. 10

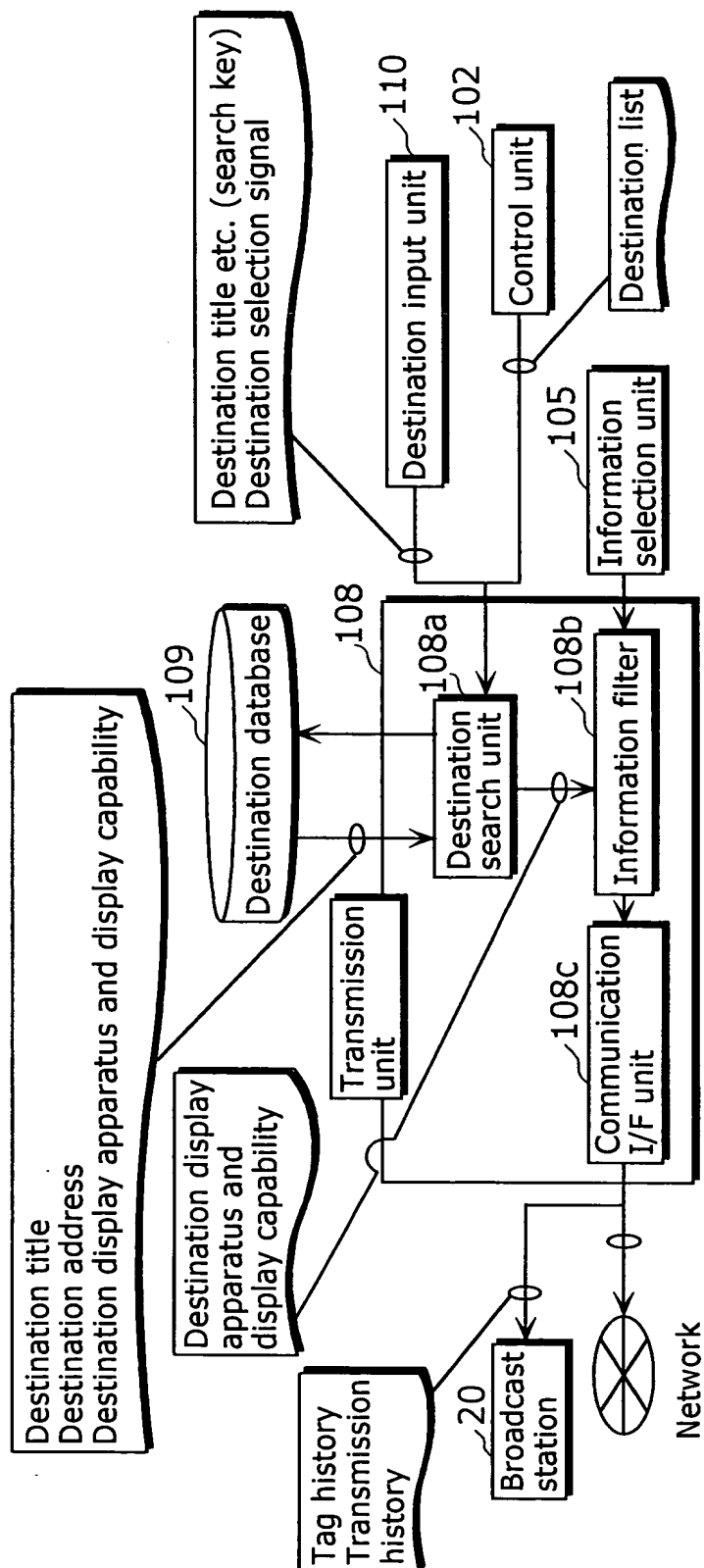


FIG. 11

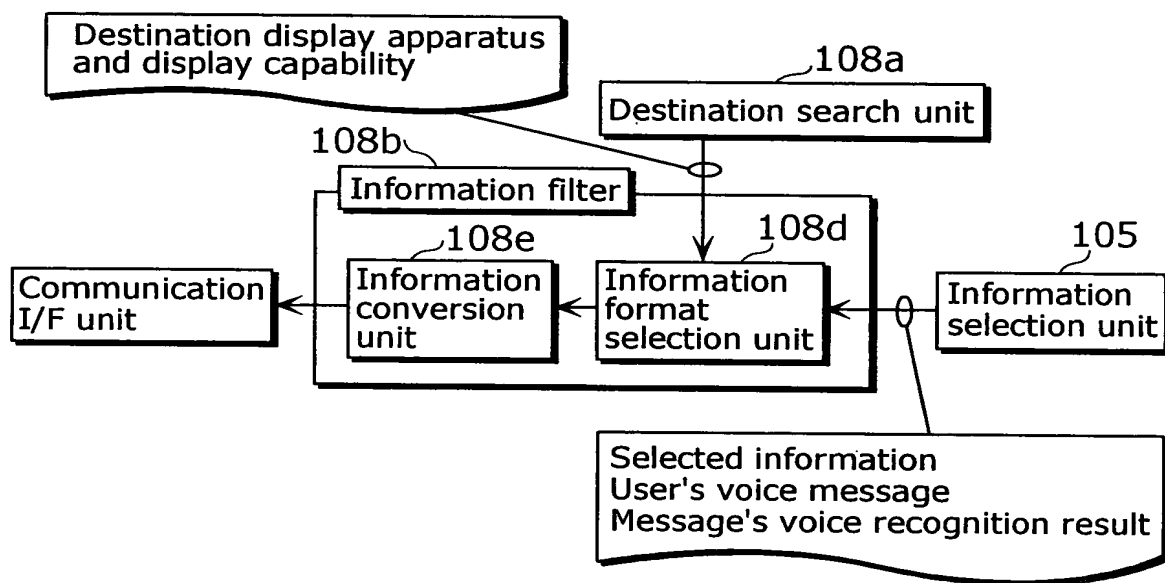


FIG. 12

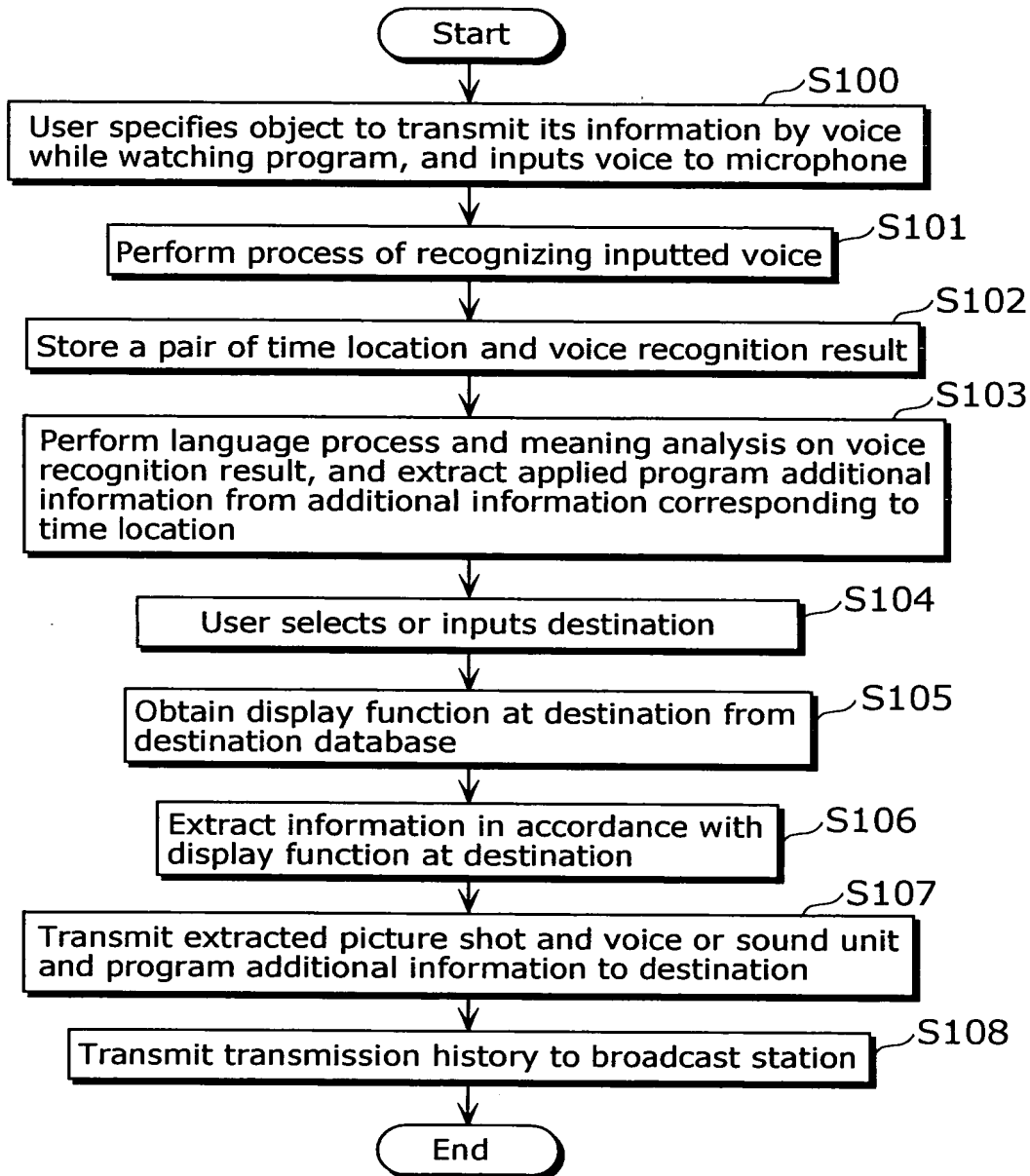
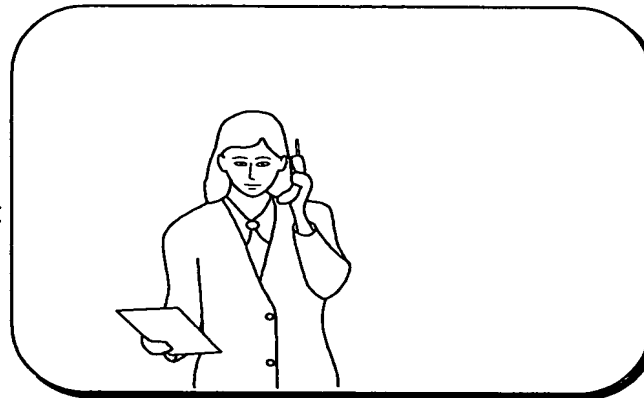


FIG. 13

(a)  
Tag Attachment



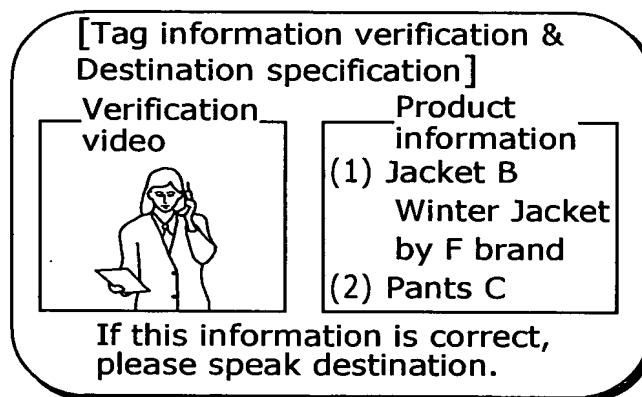
After program



Nice jacket



(b)  
Tag information  
Verification



(c)  
Destination  
Specification

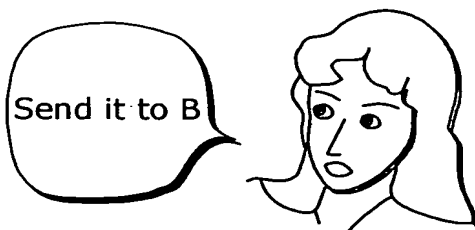


FIG. 14

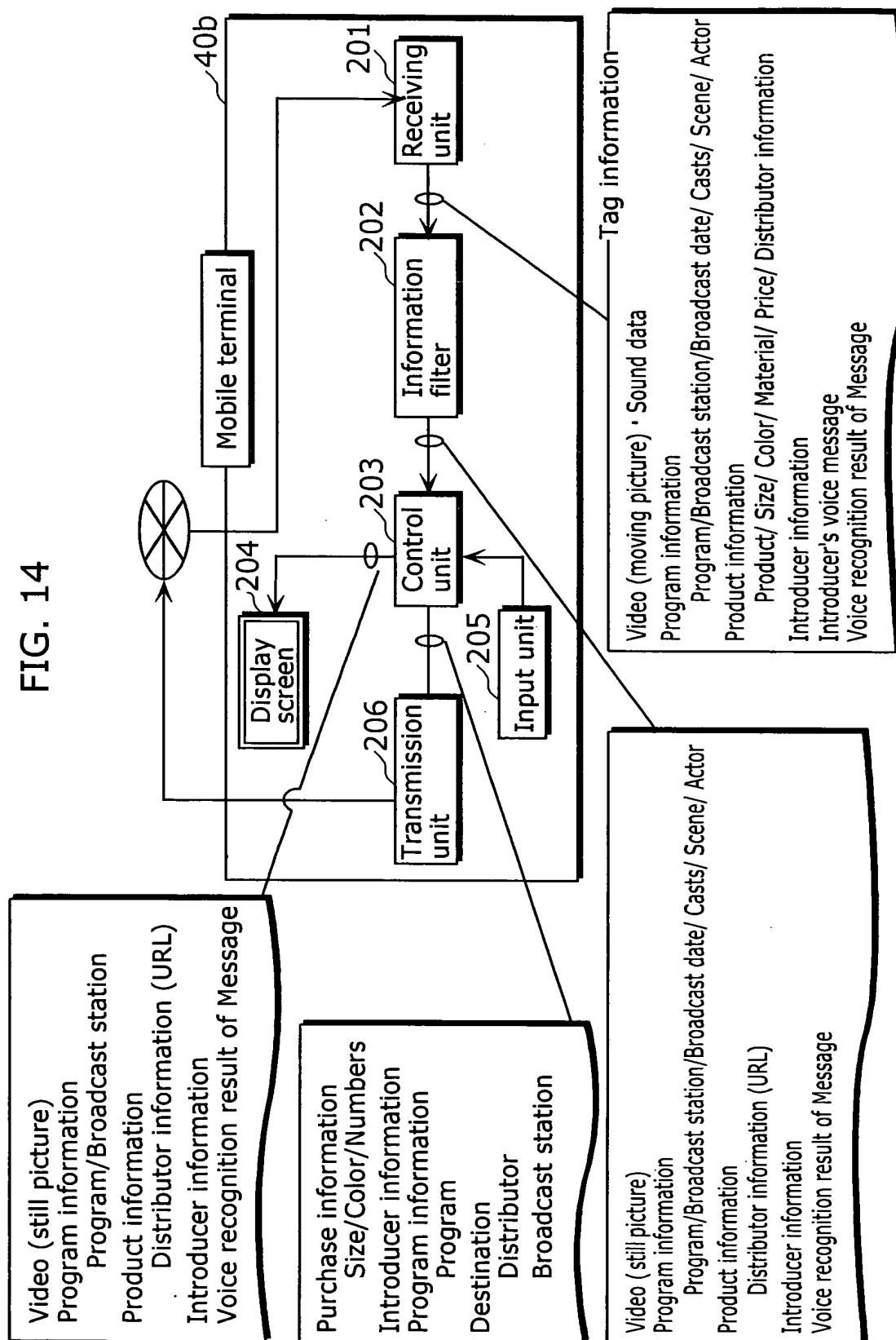


FIG. 15

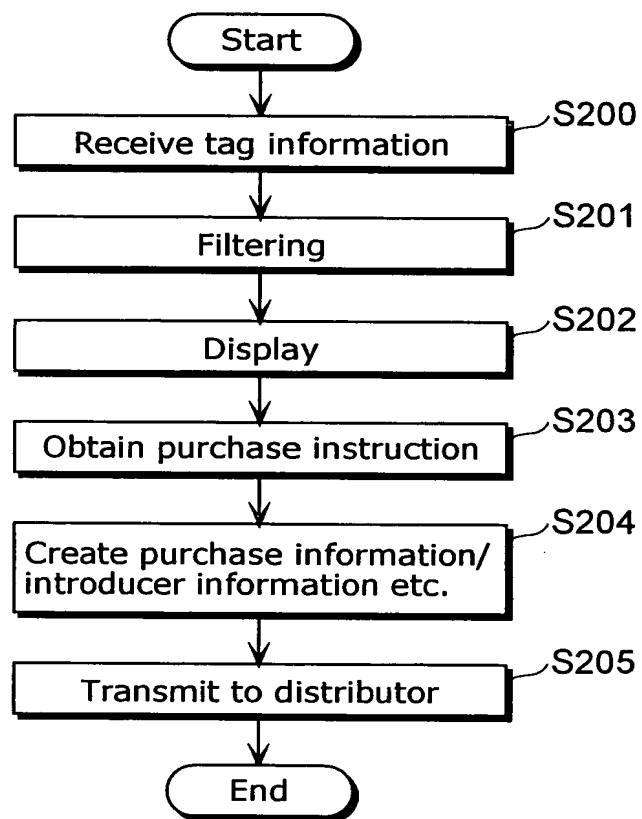


FIG. 16

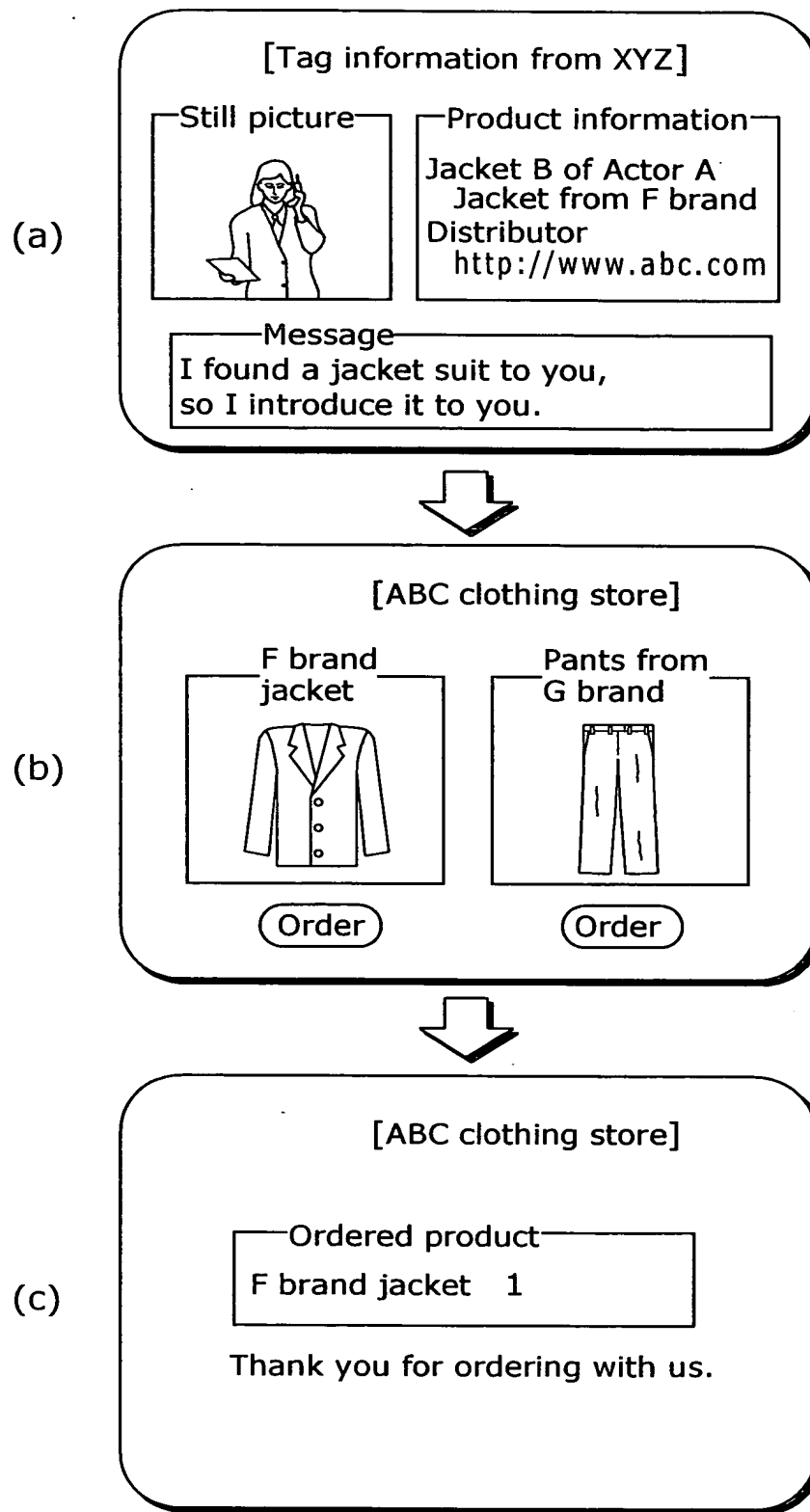




FIG. 17

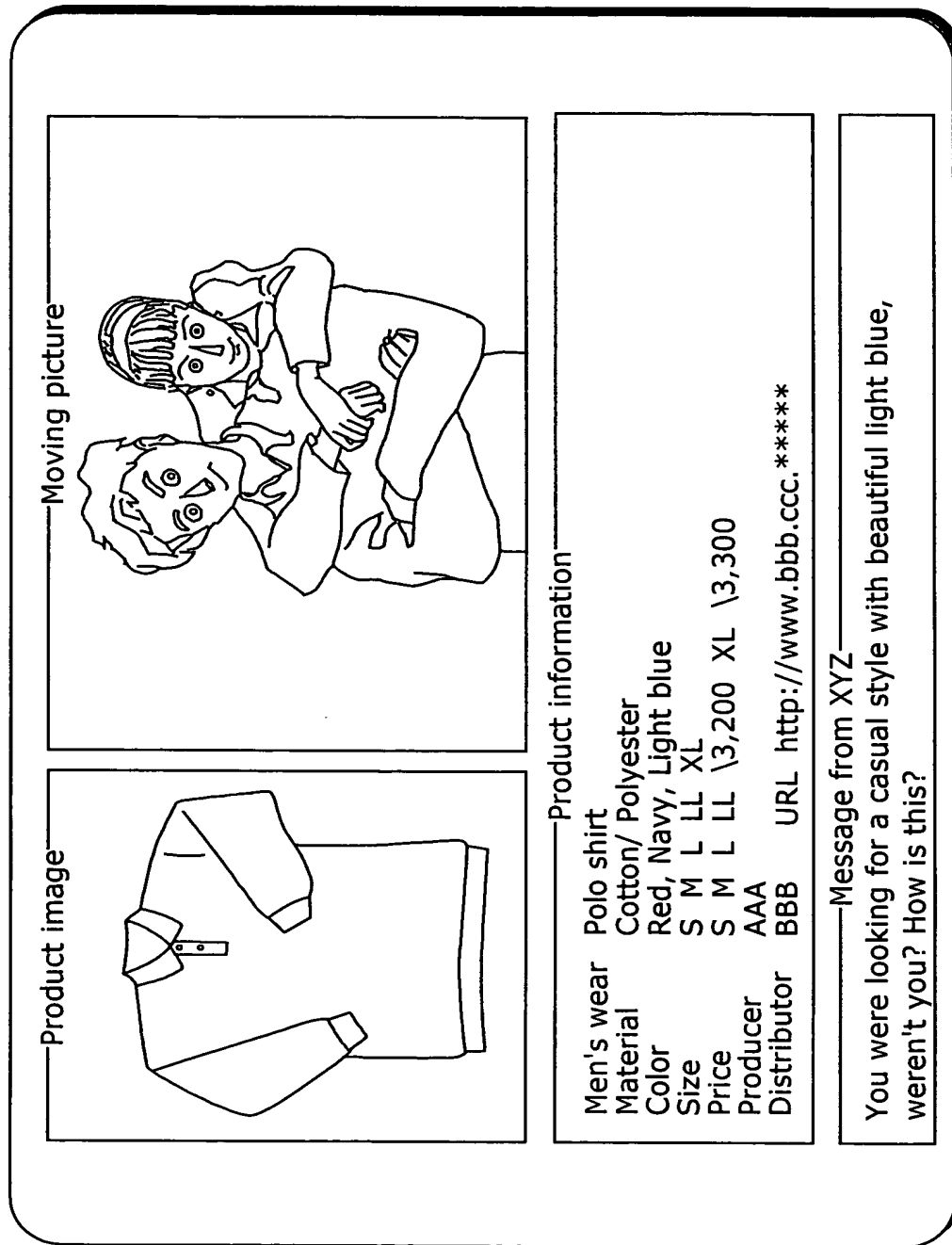


FIG. 18

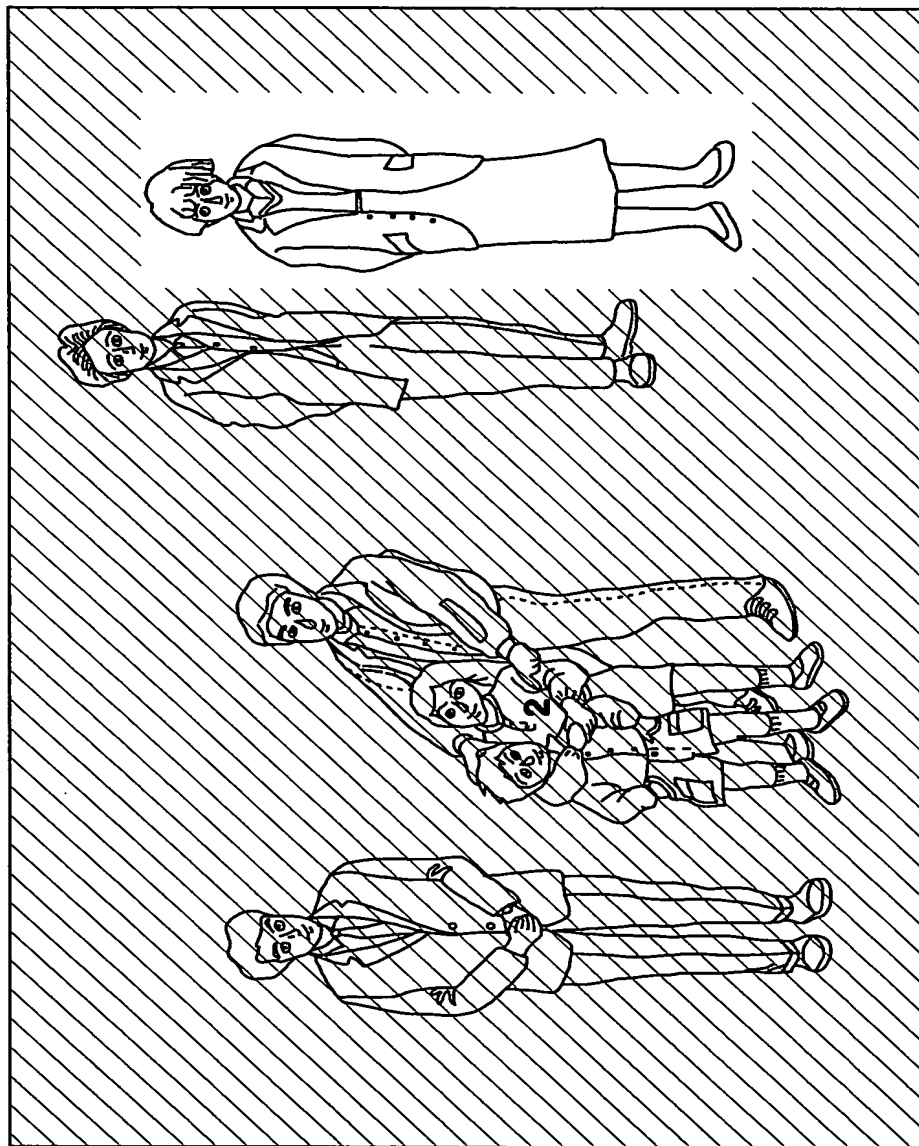


FIG. 19

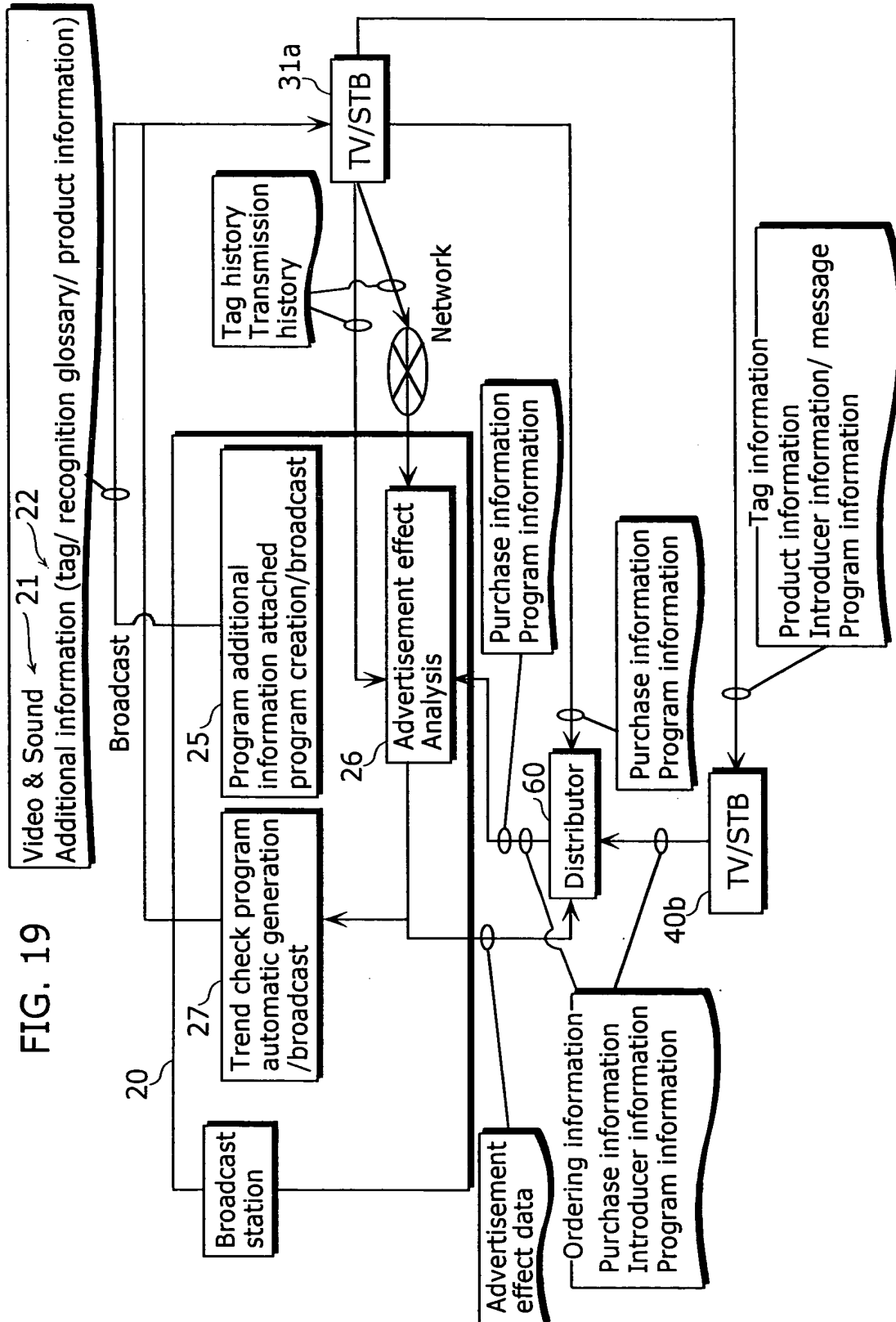


FIG. 20A

Tag Record · Transmit Record(Purchaser/ Distributor/ Broadcast Station)

Tag NO.	Program information			Product information		Destination information	
	Broadcast Date	Broadcast station	Program ID	Object ID	Product name	Time location	Spatial location
1	2003/02/20 18:00~18:30	ABC broadcast	XY123	J456	FJacket	T00:02:45 :0F00	(264125)
2	2003/02/20 21:00~21:30		YZ234	Z567	G Pants	T12:54:06 :0403	(12433)
.	.	.	.	.	.	.	.
.	.	.	.	.	.	.	.
.	.	.	.	.	.	.	.

FIG. 20B

Ordering Information (Purchaser/ Distributor/ Broadcast Station)

Order NO.	Purchase information				Introducer information		Program information	
	Purchasing date	Purchaser	Purchaser address	Object ID	Product name	Introducer	Introducer address	Broadcast Date
1	2003/02/25	D	D@doco.com	K678	Bag	E	0398765432	2003/02/25 10:00~10:30
2	2003/02/21	B	B@doco.bb.bb	J456	Jacket	A	A@doco.com	2003/02/20 18:00~18:30
.	.	.	.	.	.	.	.	.
.	.	.	.	.	.	.	.	.
.	.	.	.	.	.	.	.	.

FIG. 21

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Item NO.	Analyzed item	Analysis details
1	Popular program for tag attachment	Analyze number of tags attached in a month for each program and specify best 10
2	Popular program for topicality	Analyze number of times when tag information is transferred among viewers in a month for each program and specify best 10
3	Highly introduced program	Specify best 10 programs with high ratio of the number of transfers causing purchase of product among the number of tagged information transferred among viewers in a month
.	.	.
.	.	.
.	.	.

FIG. 22

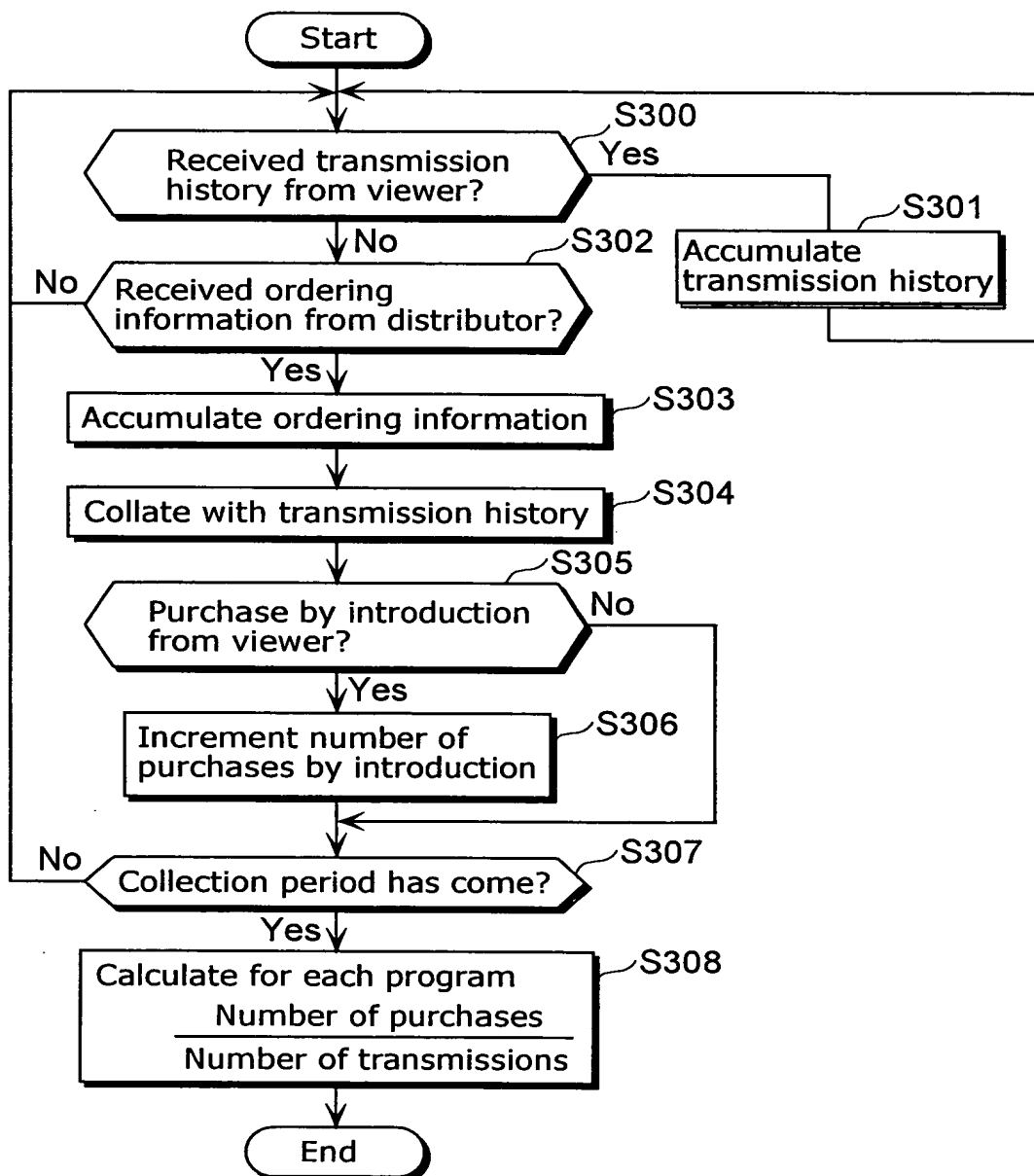


FIG. 23

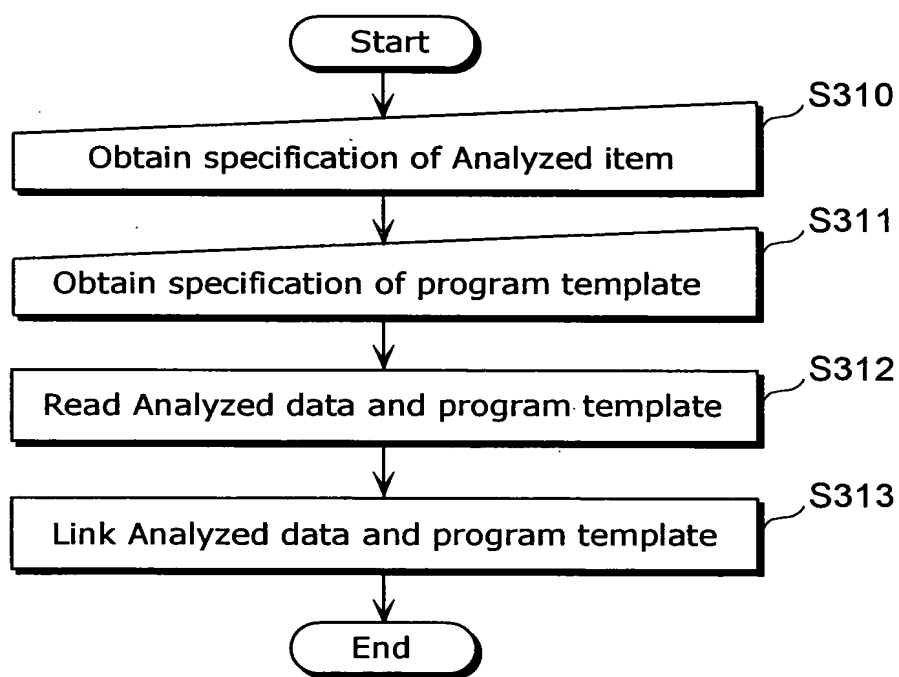


FIG. 24

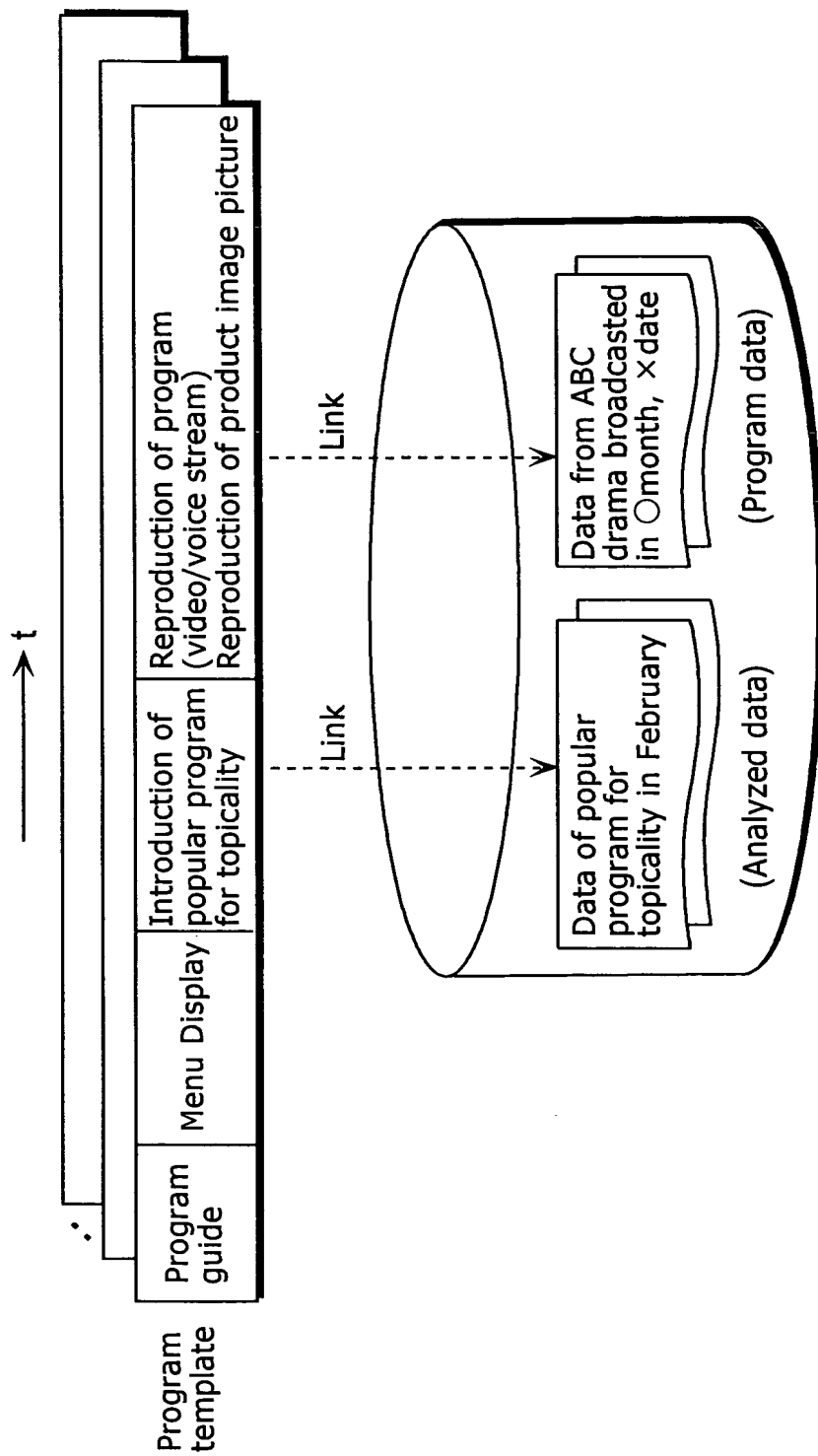




FIG. 25A

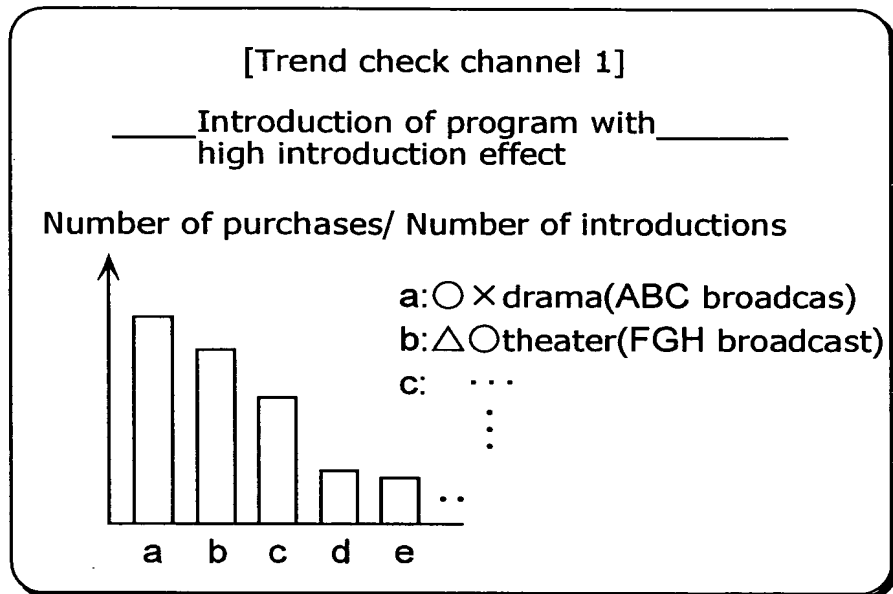


FIG. 25B

